PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: File

DATE: October 20, 1992

FROM: Alejandro Lopez

SUBJECT: **Marketing Perceptions - $23,500**

Project:
Attached for your approval is a Letter of Agreement between Marketing Perceptions and Philip Morris to conduct a total of twelve triads among adult female smokers for exploration of Virginia Kings Concept Positioning and Packaging.

Budget:
The cost of conducting this research is $23,500 ± 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:
Marketing Perceptions was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez _____ Legal 10/21/92

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Source: https://www.industrydocuments.ucsf.edu/docs/tjmj0004